



Position Title: Director of Sales, Fayetteville Town Center
Reports to: General Manager, Fayetteville Town Center
Classification: Full-time, Salaried
Posting Date: October 17, 2017

Qualified Applicants should submit a resume and cover letter to jgarcia@twncenter.com

Job Summary

This position is responsible for outside and internal sales and promotion of the Fayetteville Town Center as an event site. The Fayetteville Town Center is managed by Experience Fayetteville, the city's convention and visitor's bureau. Salary is commensurate with experience.

Essential Duties and Responsibilities

- Handle all aspects of the sales process included but not limited to cold calls, follow-up calls and e-mails; sales blitzes; sales meetings and presentations; direct mailings; fulfillment of M&C inquiries; pursuing bid opportunities and submitting proposals; site-inspections and familiarization tours and dissemination of sales bookings/cancelation notices
- Respond to client inquiries. Execute contracts, negotiate rates and maintain EMS calendar
- Propose and drive special, promotional events to generate additional sources of income revenue
- Design and implement sales projects including blitzes, telemarketing campaigns, networking opportunities, etc
- Design and execute monthly, quarterly and annual sales plans. Provide monthly, quarterly and annual sales progress reports and reach monthly sales goal each month
- Research potential markets for sales proposals including Corporate, SMERF, Association & Government markets
- Customer support with event planning and management
- Utilize and maintain EMS system to monitor and report sales efforts
- On-site Event Management
- Other duties as assigned

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee must frequently stand for long periods, walk, talk, and hear. Occasionally sit; use hand to handle objects, and reach with hands and arms. Specific vision abilities required by this job include close and color vision. The employee is occasionally required to lift more than 50 pounds.

Job Specifications

Education: Degree in Hospitality, Marketing, Communications or related field preferred.

Experience: Three (3) years progressive experience in convention sales or a related field

Skills: Must possess excellent verbal and written communication skills, computer skills and organizational skills. Problem solving and analytical abilities are required to perform the duties of this position. Excellent interpersonal skills are required. The incumbent will have knowledge of modern office practices, procedures, and equipment. Employee will be required to possess a current, valid Drivers license and will be responsible for local travel as required by outside sales effort. Local mileage is not reimbursable. Employee hours are subject to flex-scheduling as determined by event management calendar. Employee may often be required to work in excess of 40 hours per week. Employee will work varied shifts during events, including weekends and holidays.

Job Context: indoor/outdoor.